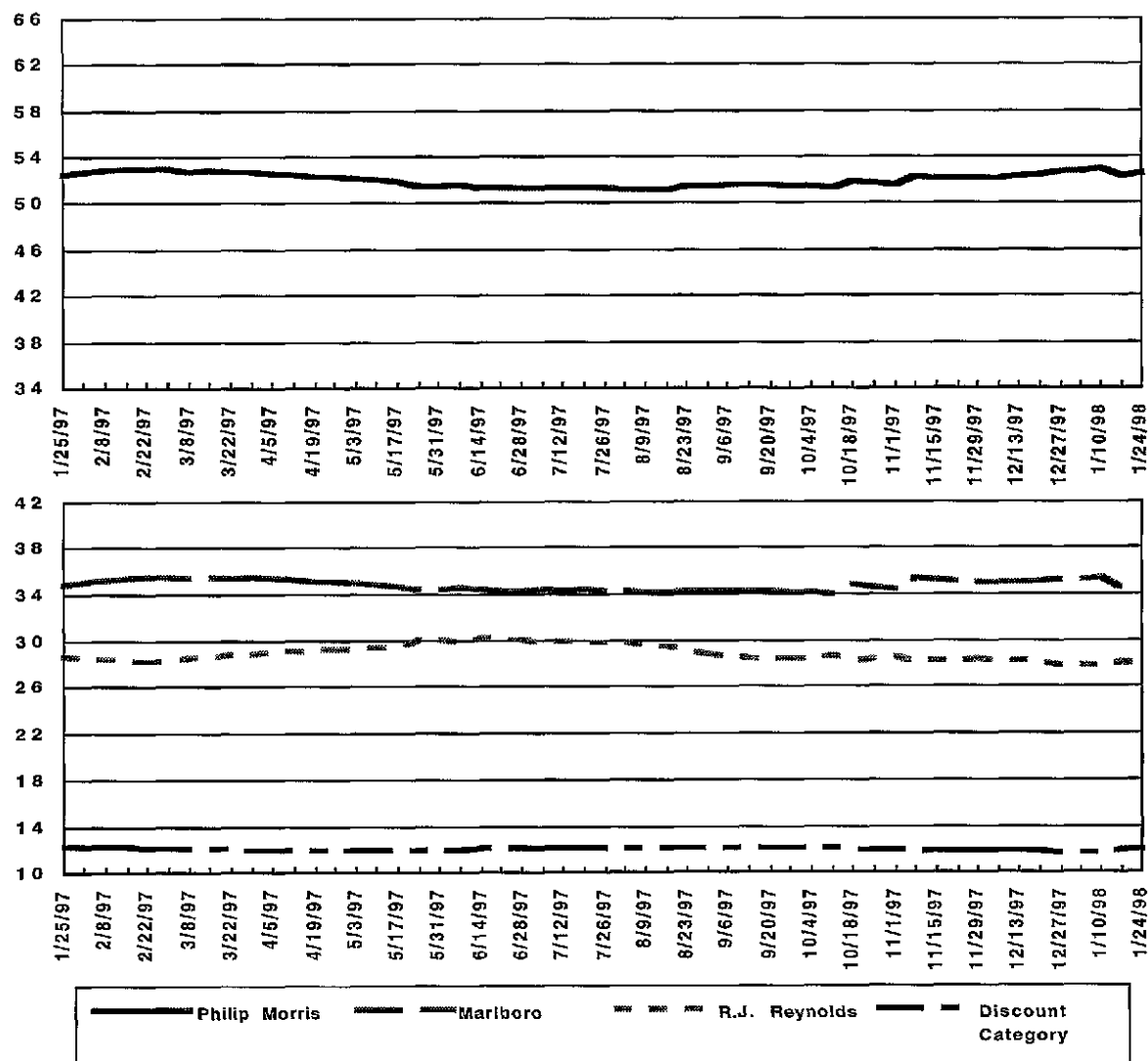


KROGER COLUMBUS KMA THROUGH W/E 1/24/98



	26 WK	13 WK	FY '97	YTD '98	DIFF
Philip Morris	52.14	52.57	52.06	52.62	0.56
Marlboro	34.58	34.54	34.83	33.92	-0.92
OPB	12.30	12.62	12.01	13.09	1.08
Basic	4.36	4.48	4.26	4.65	0.40
R. J. Reynolds	28.19	27.95	28.86	27.76	-1.10
Camel	5.01	4.92	5.18	4.85	-0.33
Winston	8.00	7.83	8.08	7.76	-0.33
Doral	2.75	2.71	2.86	2.68	-0.17
B&W	12.69	12.37	12.35	12.36	0.01
GPC	1.02	0.85	0.83	0.78	-0.05
Lorillard	5.57	5.69	5.40	5.75	0.36
Newport	3.30	3.44	3.11	3.46	0.35
Liggett Group	1.39	1.39	1.25	1.47	0.22
Premium	88.06	88.08	88.00	87.91	-0.09
Private Label	0.71	0.80	0.86	0.89	0.03
Avg Ind CPW	355.73	347.64	368.86	335.41	-33.45
Avg PM CPW	185.47	182.76	192.03	176.49	-15.54
Avg Marl CPW	123.00	120.06	128.48	113.76	-14.72
# of Stores	95	95	95	95	0

Source: STARS Store Level Data

National Account Package I

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